



SuMi TRUST

“SuMi TRUST” is the overseas marketing name of the Sumitomo Mitsui Trust Group and its affiliated companies.

Based on the “Trustee Spirit” and with significant expertise and comprehensive capabilities, “SuMi TRUST” will create distinct values by leveraging a new business model, combining its banking, asset management and administration, and real estate businesses, and will move onto the global stage as a leading trust bank group which boasts the largest and highest status in Japan.



Symbol Mark

The symbol mark features “Future Bloom” representing the vision of Sumitomo Mitsui Trust Group, which is “to generate new value through the combination of significant expertise and comprehensive capabilities, and to help the future of our clients and society bloom.”



Corporate Color

The corporate color is “Future Blue,” which represents the integration of the sense of value that the symbol mark implies, and evokes the closeness and the future.